RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 20, 1998

RJR Account #332520
Mr. A. Grass
KEYSTONE TOBACCO

SALEM TEAR TAPE PROMOTION #800438: APRIL - JUNE

Dear Alan:

SALEM .30¢ Tear Tape product has been ordered, as well as 6 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future *Salem .30¢ Tear Tape* promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

SKU CUBE:	**0.5020**
SKU WT (w/o Product):	**1.1350 lbs**
Retail Sales Offers per Sku:	**40 units**
Billing per Sku:	**4 Full Price Cartons**

SUFFICIENT PRODUCT HAS BEEN PROVIDED TO SHIP THIS PROMOTION OVER A 3-MONTH DISTRIBUTION PERIOD TO YOUR RETAILERS ON THE ATTACHED CUSTOMER LIST. NO ADDITIONAL PRODUCT WILL BE SHIPPED FOR THIS PROMOTION. SHIP NUMBER OF CARTONS PER BRAND STYLE AS INDICATED ON THE ATTACHED CUSTOMER LISTS ON THE DESIGNATED SHIP DATES.

RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$28.00 (2 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION	'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL2QAP.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/lfmy0000

KEYSTONE TOBACCO

APRIL / MAY / JUNE DELIVERY DATES
SALEM TEAR TAPE

RETAIL DISTRIBUTION DATES
(REFER TO ATTACHED CUSTOMER LISTS)

APRIL DISTRIBUTION	**4/13/98 (PRODUCT AND DISPLAY)**
MAY DISTRIBUTION	**5/4/98 (PRODUCT ONLY)**
JUNE DISTRIBUTION	**6/8/98 (PRODUCT ONLY)**

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

*RETAILER NEEDS TO MAINTAIN **SALEM 40-PACK DISPLAY** FOR FUTURE DISTRIBUTIONS (INCLUDE A COPY OF THE ENCLOSED **'RETAILER LETTER'** IN EACH DISPLAY SHIPPED TO RETAIL)*

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	1
12300-24196	*Light*	1
12300-24195	*Full Flavor 100*	1
12300-24197	*Light 100*	1

Product / Premium Arrival: **April 6, 1998**

Ship Date to Retail: **Week of: April 13, 1998**

EFT $ Amount: **$1,182.92**

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Source: https://www.industrydocuments.ucsf.edu/docs/lfmy0000

BPEN5BB2 WORKPLAN VAP TEMPLATE LISTING PAGE:
DATE: 98-03-
TIME: 08:43

WHOLESALER : 332520 KEYSTONE TOBACCO CO.,INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162204	162226	171103	QUALITY MARKET	1206 VESTAL AVE	BINGHAMTON	NY	13903	1	1	2	1	5		
162204	162226	639445	FAST MART	1304 NORTH STREET	ENDICOTT	NY	13760	1		1		2		
162204	162226	714966	HESS #32279	GEORGE F HIGHWAY	ENDWELL	NY	13760	1		1		2	0353-0100	
162204	162226	746235	PARLOR CITY SMK SHO	46 COURT ST	BINGHAMTON	NY	13901	1	1	2	4	8		
162204	162226	762326	WEST SIDE MINI MART	96 MAIN ST	BINGHAMTON	NY	13905	2	2	2	2	8		
162204	162226	763827	HESS #32276	357 STATE ST	BINGHAMTON	NY	13901	4	6	2	3	15	0353-0100	

PAGE BREAK TOTAL ACCOUNTS 6 TOTAL QUANTITY

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TEMPLATE TOTAL ACCOUNTS 6 TOTAL QUANTITY

APRIL DISTRIBUTION
4/13/98

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Source: https://www.industrydocuments.ucsf.edu/docs/lfmy0000

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								4	6	2	3			

PAGE BREAK TOTAL ACCOUNTS 6 TOTAL QUANTITY

10 - 10 - 10 - 10

TEMPLATE TOTAL ACCOUNTS 6 TOTAL QUANTITY

MAY DISTRIBUTION
5/4/98

51845 9576

Source: https://www.industrydocuments.ucsf.edu/docs/lfmy0000